

2020 SPONSORSHIP OPPORTUNITIES



On September 12, 2009 Heidi Lee Ferguson (nee Bogner) lost her life due to a tragic domestic dispute with her estranged husband. In remembrance of her life, *The Ferguson Memorial Walk* was created to raise awareness and prevent future violence against women.

This year's newly named *Heidi's Walk* will be hosted virtually by Family Transition Place (FTP), proudly honouring the legacy of *The Ferguson Memorial Walk*.

We invite our community to join us for 5 km walk, run or bike. From August 24th to September 20th, participants are encouraged to track their distance and activity, and share their accomplishments with their networks.

Though it's not definitely not business-as-usual, and this first-ever virtual event will look and feel different than in years past, we have developed unique sponsorship opportunities for our partners to engage our participants, stakeholders and community members.

We are committed to reaching our \$20,000 goal this year but we'll need your help. Through your investment in this event, we offer you valuable brand exposure and alignment with our agency vision and mission.

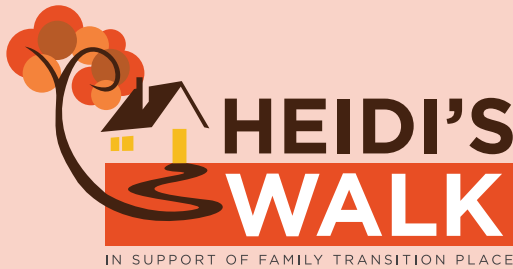
Together, we can make a difference. We hope you'll join us.

COMMUNITY LEADER: \$1,000

- Logo recognition, company description and link to your website on *Heidi's Walk* website
- Sponsor profile feature on FTP and *Heidi's Walk* Facebook pages
- Tagged recognition on all sponsor acknowledgement social posts, and logo inclusion, where appropriate
- Recognition in event press releases
- Opportunity to host a sales promotion for the duration of the event (August 24–September 20, 2020). Item can be provided by FTP
- Five complimentary event registrations

COMMUNITY PARTNER: \$500

- Logo recognition and link to your website on *Heidi's Walk* website
- Sponsor profile feature on FTP and *Heidi's Walk* Facebook pages
- Tagged recognition on all sponsor acknowledgement social posts
- Two complimentary event registrations



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COMMUNITY ROUTE AMBASSADOR: \$300

- Business name and link to your website on *Heidi's Walk* website
- Business included on local route suggestion maps
- Opportunity to host a sales promotion for the duration of the event (August 24–September 20, 2020). FTP can provide the item.

COMMUNITY ADVOCATE: \$150

- Business name and link to your website on *Heidi's Walk* website
- Tagged recognition on sponsor acknowledgement social media posts

PRIZE SPONSOR: \$100 (PLUS THE COST OF THE PRIZE)

- Opportunity to provide an exclusive promotion or incentive prize to FTP social media followers and/or event participants
- Post announcing promotion on *Heidi's Walk* and FTP Facebook pages

Please contact Brennan Solecky at brennan@familytransitionplace.ca to discuss any of the above opportunities.

All proceeds from this event will support the essential programs and services offered by

